



**Town of Mooresville**  
**Cultural & Recreation Services Department**  
Post Office Box 1455  
418 Carpenter Avenue  
Mooresville, North Carolina 28115  
(704) 663-7026

## Parks, Recreation and Culture Advisory Board August 2, 2016

### Members Present

Ron Johnson  
Lawrence Williams  
Thurman Houston  
Steve Mangum  
Beau Evans

### Members Absent

MaryLynn Baldwin  
Ashley Morgan  
Dan Kraus

### Staff Present

Daniel Stines  
Luke Steimke

### I. Call to Order/Approval of Minutes

The meeting was called to order by Ron Johnson at 6:00pm.

### II. Approval of Minutes for June 7, 2016

Ron called for approval of the minutes for the June meeting; Steve Mangum made the motion to accept the minutes and Beau Evans seconded the motion. Vote to approve the minutes as proposed was unanimous.

### III. Golf Course Logo/Branding

Luke Steimke presented the new logo for the golf course and explained that the new name of Mooresville Golf Club has a higher-end feel than the former name of Mooresville Golf Course. He explained the packet that will be distributed and discussed the sale of memberships as well as what those will include. Mr. Williams asked if there is a cap on memberships and Luke said as of right now there is not, but they anticipate it will be within the 250-300 range.

### IV. Parks, Recreation & Culture Branding/Logo

Daniel Stines presented two proposals for branding and logo efforts for Parks, Recreation and Culture. Atypic and LKN Media were the two marketing companies of whom we requested the same branding and logo proposals for the department. Each proposal was discussed in detail with more emphasis toward Atypic. With Atypic the department would receive a comprehensive study and evaluation as to what the brand, logo and marketing strategy should be and look like. The board had questions pertaining to the Atypic proposal and suggested we confirm with them that the 4 sections of their proposal are the items the department will receive once the process is complete. Steve Mangum stated that there seemed to be some conflicting information regarding the end product and advised we clarify that. Pastor Williams posed the question of whether there will be a way to measure the impact of an effect brand versus not having one: website hits, social media etc. He asked if Atypic would have any data showing these details.



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Overall the board was in agreement that department branding and logo are important, as summed up by Beau Evans' statement, "Marketing is everything". Once staff clarifies the items in question an update will be delivered to the board for final discussion.

### **V. Manager's Report**

Daniel stated that the position of Parks and Recreation Director will be reopened and that it will include only Parks and Recreation, Buildings and Grounds, and the Mooresville Golf Club. Library and the Mack Center will be stand-alone entities. He gave a report on our summer activities including summer camps, swimming pool attendance, Music on Main (especially the July 3 concert in conjunction with the YMCA), and Recreation's presence at Mooresville's National Night Out event. Daniel discussed the progress of the Edgemoor Park project, mentioning the pre-construction meeting this Friday and the 270-day construction time line. He brought the group up to speed on where we stand with the CAPRA process, saying the goal is to be finished with the self-assessment by Thanksgiving. Following the submission of the self-assessment a team will come out to review us and following accreditation we will seek a 4-star rating.

Commissioner Houston asked about the Mobile Recreation program and Daniel explained that with 2 visits per day and an average of 15-18 kids each visit the program has been extremely successful. He also noted that everything has proceeded smoothly and with no injuries, and that the children thoroughly enjoyed the activities that were provided.

### **VI. Adjournment**

No one had any old or new business to discuss so the motion to adjourn was called for. Mr. Houston made the motion which was seconded by Steve Mangum and the meeting was adjourned at 6:30 pm.